



Report to the Auburn City Council

Action Item

16

Agenda Item No.

City Manager's Approval

To: Mayor and City Council
From: Robert Richardson, City Manager
Date: May 14, 2012
Subject: Leadership Auburn 2012 Wayfinding Signage Master Plan

The Issue

Shall the City Council consider the Wayfinding Signage Master Plan developed by Leadership Auburn?

Conclusion and Recommendation

That the Council receive the plan and presentation by Leadership Auburn and direct staff to return with a phased implementation plan for consideration.

Background

The 2012 Leadership Auburn class decided to study and develop a Wayfinding Signage Master Plan for their class project. The attached document is the result of hours of study and development, interviews with staff, review of the Streetscape Master Plan technical documents and community input. The Plan provides for a new and coordinated approach to wayfinding signage throughout the City. In their Plan the Leadership Group states:

Wayfinding signage is a necessary part of any city's image and an integral part of directing visiting traffic to the areas of the city that are of interest. The current wayfinding signage was designed and built 14 years ago. While fresh and effective when first implemented, it is clear that the current sign network is in need of updating. The current signage is outdated, inconsistent and suffers from "audience fatigue."

Although the Leadership Group coordinated their efforts with City staff, there are still areas of review and refinement that staff would like to pursue prior to final adoption of the Plan. Such issues might include specific sign locations, final information on each sign, plus staff believes that they may be able to reduce the budgetary impact of the program given overall resources. Therefore, should the City Council approve this Master Plan or any portion thereof, staff would come back with an implementation plan for phasing in the program over subsequent years.

Alternatives

- Provide feedback for alterations to the Plan for the Leadership Auburn Group.
- Deny proposal.

Fiscal Impact

At this point staff would recommend returning to Council with final cost estimates and a plan to phase in the sign program over a period of years.

Attachments

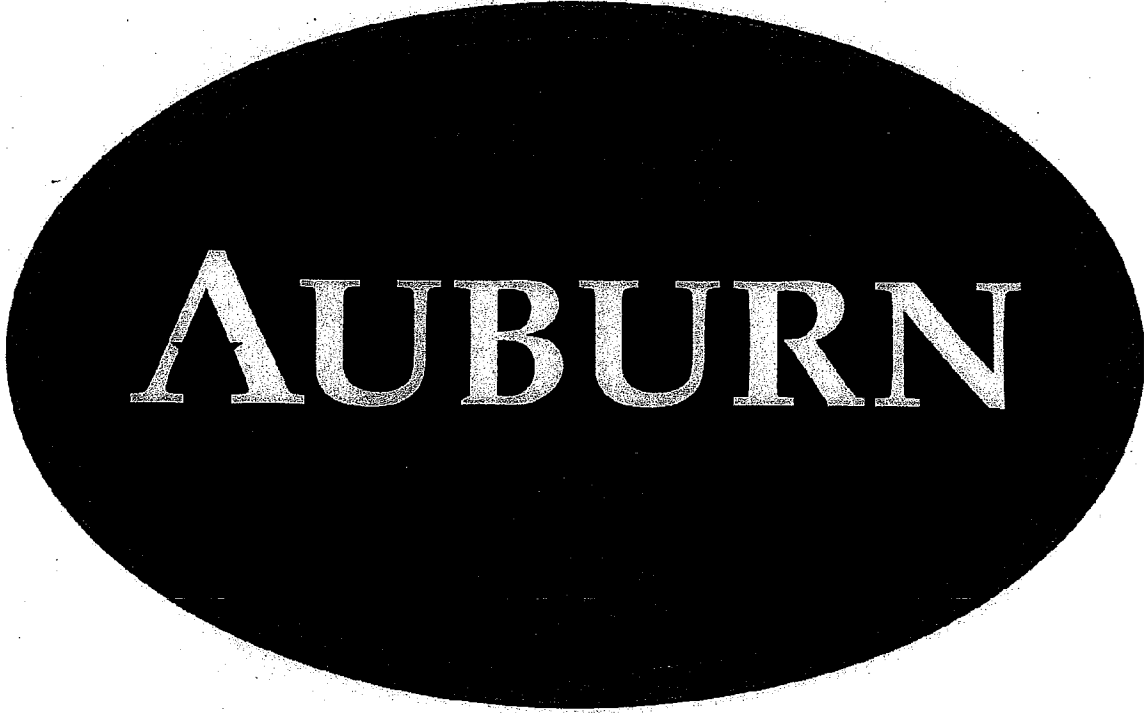
2012 Leadership Auburn Wayfinding Signage Master Plan

DUE TO ITS VOLUME, THE FULL REPORT IS AVAILABLE IN THE
CITY CLERKS OFFICE



Leadership Auburn – 2012

**FULL REPORT AVAILABLE IN
THE CITY CLERKS OFFICE**



AUBURN

Wayfinding Signage

Master Plan

May 14, 2012

Background

Leadership Auburn is a program designed and hosted by the Auburn Chamber of Commerce. The program is intended to identify and empower current and future leaders from all segments of the community to develop broad knowledge and experience, and help create a spirit of cooperation to effectively address future community challenges. The culmination of each class is marked by the identification and completion of a class project that improves the Auburn area.

The project selected by the 2012 class of Leadership Auburn is the development of a master plan to update the network of wayfinding signs within the city limits of Auburn. The plan addresses suggested design concepts, locations and content in an effort to improve the branding, effectiveness and cohesion of the current wayfinding sign network.

Situation Statement

Wayfinding signage is a necessary part of any city's image and an integral part of directing visiting traffic to the areas of the city that are of interest. The current wayfinding signage was designed and built 14 years ago. While fresh and effective when first implemented, it is clear that the current sign network is in need of updating. The current signage is outdated, inconsistent and suffers from "audience fatigue."

Objective

Create a master plan for new and updated wayfinding signage within the Auburn City Limits. The goal is to highlight activities and opportunities that Auburn has to offer and direct both residents and visitors to those locations, thereby increasing the appeal of Auburn and encouraging pass-through travelers to stop and visitors to stay longer. This plan would ultimately improve the business climate and revenue base for the City.

Proposed Solution

The City of Auburn's Streetscape project provides a common theme for redevelopment within the City. Using this theme as a guide, this new master plan serves to improve the cohesion among signs and to update and modernize the overall design, enhance the content and to recommend more advantageous locations.

The following sections include concept design drawings, a sign index and a detailed explanation of each recommended sign and whether it is a new sign, a sign that should be replaced or a sign that should be eliminated. Material cost estimates and construction options are also included along with potential funding sources and research materials that helped the class determine the ultimate recommendations included in this report.